

MSNBC Features Gen Y Expert and Author, Lisa Orrell, To Discuss Innovative Recruiting Strategies

San Jose, CA -- July 7, 2008 -- In her latest book, "Millennials Incorporated", Millennial (aka Gen Y) & Generation Relations Expert, [Lisa Orrell](#), explains how the influx of the Millennial Generation into the professional workforce is drastically changing strategies for recruiting, managing and retention. And based on her expertise, Lisa was recently a featured guest on MSNBC's popular show, "Your Business", where she discussed innovative strategies for attracting and recruiting Millennial talent with show host, JJ Ramberg.

"Understanding what makes Millennial talent tick is a priority to smart companies of any size," explains Orrell. "They know this generation are their future leaders, and if they are not attracting top Millennial talent, and retaining them, their companies will suffer. Attracting, recruiting and managing Millennials can be challenging, which is why companies hire me and why the media seeks my insights regarding them."

Click here to see Lisa's MSNBC appearance:
<http://www.millennialsincorporated.com/MSNBC/>

Most recently, Blue Cross/Blue Shield of Michigan and Paul Mitchell Schools in Los Angeles hired Lisa to present her various Millennial Seminars, and requests from other well-known corporations and business associations steadily come in. And after presenting her Global Millennial Seminar for Cisco Systems' Global Diversity executive team, the interest in her knowledge about Millennials from a global perspective have also attracted many inquiries from the business world and the media.

A partial list of other media that have featured Lisa and her commentary, include: Human Resource Executive magazine, Recruitment & Retention magazine, Employee Benefit News, HR World, Diversity Business, Black Enterprise Magazine, NewsDay New York, The Business Journal, and the San Jose Mercury News.

Lisa is also a popular session and keynote speaker for corporate events and business conferences. Recently, she was a featured session speaker at the 19th Annual Professional Business Women of California Conference, with keynote speakers Cokie Roberts and Madeleine Albright. And she is already booked for many more appearances this year, such as Linkage's Women In Leadership Summit.

To reach Lisa for a media interview, speaking opportunity, or for additional info, please contact her directly at: Lisa@TheOrrellGroup.com, or phone 1-888-254-LISA (5472), or visit [The Orrell Group website](#)

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